

5TH ANNUAL CITY OF FORT LAUDERDALE TRANSPORTATION SUMMIT

SPEAKER BIOGRAPHY

Juan Martinez, Director of Strategic Initiatives

New York City Department of
Transportation

Session: A Vision to Zero Fatalities

Juan Martinez is the Department of Transportation's Director of Strategic Initiatives and leads policy for the agency's Vision Zero efforts, including the rollout of New York City's speed camera program. Juan oversaw the campaign to alert New Yorkers of the new 25 MPH speed limit – a campaign that contributed to a doubling of awareness of the citywide speed limit among drivers as compared to the month prior to the change.



Previously, Juan was General Counsel & Legislative Director at Transportation Alternatives, the nation's leading walking and bicycling safety nonprofit, where he led the campaign to win authorization for New York City's speed camera program and increased enforcement of hazardous violations like failure to yield to pedestrians. Prior to Transportation Alternatives, Juan was the Counsel to the New York State Senator Velmanette Montgomery.

